



Received: 24-10-2022

Accepted: 04-12-2022

## International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

### Comparative analysis of customer service culture at Tu Du Hospital and Mekong Maternity Hospital

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#### Abstract

A culture of customer service is the cornerstone of business success in all sectors of a service-based market economy. This article analyzes the differences and similarities between the specific customer service culture of the two most popular maternity hospitals in the South of Vietnam: Tu Du Hospital and Mekong Maternity Hospital. From the research

results received, the authors make some recommendations and solutions to enhance service quality in order to improve the business efficiency of maternity hospital in particular and other business entities in the Vietnam health services industry in general.

**Keywords:** Service Culture, Customer Service, Tu Du, Mekong, Hospital

#### 1. Introduction to some research problems

##### 1.1 Overview of the research problem

Service culture is not simply a stereotypical approach that businesses take to customer service, it is also a sustainable organizational culture, bridging the gap between workplace culture and always customer oriented.

While a workplace culture is more collective and employee-oriented, a service culture puts the customer first in all business goals, organizational vision, and supporting outcomes.

##### 1.2 Urgency of the research problem

Empathy and concern have become an integral part of great customer service, especially for healthcare services. Large businesses always set strict standards in customer service culture. Customer satisfaction has reflected that businesses are always ready to support customers when there is a complaint. Especially for the assisted reproductive service, one of the services that is of great importance to each family as well as the population changes of the country, creating human resources in the future.

##### 1.3 The significance of the study for management practice

Researching customer service culture is an essential tool and a must-do in understanding the development activities of Tu Du Hospital and Mekong Maternity Hospital, where there are so many services that have to be fiercely competitive for the customer's acceptance of the purchase and/or use of the service. Therefore, the better you understand the two hospitals and the culture of potential customer service, the better your chances of success. Knowing about the target customer group and the necessary services will help you find the right way to change and improve your service so that it can grow better and be known by more people.

Through market research, we can form an idea to develop a new product or service and choose the right positioning strategy for that product at a particular time.

##### 1.4 Objectives of the study

Comparative analysis of service culture and customer service at Tu Du Hospital and Mekong Maternity Hospital. Identify the strengths and areas for improvement in the customer service culture in both hospitals, thereby recommending what is needed to change or make a more appropriate choice if there is a need in the future.

## 2. Theoretical basis

### 2.1 Vietnamese national culture

Vietnamese culture is understood and presented under different concepts:

- The first concept: it is to identify Vietnamese culture with Vietnamese culture, presenting Vietnamese cultural history only as civilized history of Vietnamese people.
- The second concept: Vietnamese culture is the entire culture of Vietnamese ethnic groups residing in the land of Vietnam, only the culture of each ethnic group, no national/national culture.
- The third concept: Vietnamese culture is an ethnic/national cultural community, which is a unified national culture on the basis of diverse ethnic cultural nuances. The concept of nation/nation refers to a sovereign state in which the majority of citizens are bound together by the elements that make up a nation. This third concept is currently the most popular concept by researchers and managers in the field of Vietnamese culture, so the content of Vietnamese culture will be presented according to the third concept. Vietnamese culture in the direction of national culture.

Some elements that are often considered characteristic of Vietnamese culture when viewed from the outside include reverence for ancestors, respect for community and family values, handicrafts, hard work and filial piety. learn. The West also believes that important symbols in Vietnamese culture include dragons, turtles, lotus flowers and bamboo.

### 2.2 Organizational culture

#### 1. Concepts

There are many concepts of organizational culture:

- Organizational culture is the habits, traditional ways of thinking and working in an organization that are shared by all members of the organization (Elliott Jaques, 1952).
- Organizational culture is a system of shared meanings that is widely accepted by employees in a given period of time (Adrew Pettgrew, 1979).
- Organizational culture is a system of shared meanings held by members of an organization by which one organization can be distinguished from another (Robbin, 2003).

Thus, organizational culture is a system of values, beliefs, and norms shared by members of the organization and guides the behavior of employees in the organization. One commonality of the concepts of organizational culture is that all of them emphasize the expressive means through which the values in the organizational culture are communicated to the employees.

#### 2. General characteristics forming organizational culture

**Organizational culture:** There are 7 most important characteristics, this set of characteristics can understand the cultural nature of an organization. Innovation and risk-taking: The extent to which workers are encouraged to actively innovate and take risks posed by innovation. Attention to detail: The extent to which management expects employees to do the job correctly, demonstrate analytical ability, and pay attention to small details when performing the job.

- Results Orientation: The extent to which a manager pays more attention to the results of a job than to the

process and methods used to achieve it.

- People-oriented: The extent to which management decisions consider the impact of performance on employees in the organization.
- Targeting the group of workers: Activities are organized to be carried out in groups rather than by individuals.
- Aggressiveness: The extent to which employees appear to be aggressive and competitive with each other rather than self-compassionate and permissive.
- Stability: The degree to which an organization's operations emphasize maintenance of the status quo rather than growth or change.

### 3. Functions of organizational culture

Culture performs several functions within an organization as follows:

- First, culture plays a role in defining boundaries: culture sets one organization apart from another.
- Second, culture has the function of spreading the subject to the members of the organization.
- Third, culture motivates employees to commit to the common good of the organization over what is greater than their own individual interests.
- Fourth, Culture increases the stability of the social system in the organization.
- Finally, culture has a controlling effect to guide and shape workers' attitudes and behaviors.
- ✓ The functions of culture mentioned above are beneficial to both the organization and the employees.

Culture has the effect of enhancing organizational commitment and increasing the consistency of employees' behavior. These things clearly bring real benefits to an organization. From the worker's point of view, culture is valuable because it greatly reduces ambiguity. It shows employees how things are going and what is important. But we should not ignore the non-functional aspect of culture, especially that of strong culture.

Culture can also be a burden when the organization's shared values do not align with the factors that drive its effectiveness. Moreover, culture can also impede change, the diversity of human resources in the organization. Because each worker has their own set of values and beliefs. When working in an organization with a strong culture, they need to adhere to the organization's common norms and value system. Thus, the strengths or advantages of each employee will be somewhat limited or not able to promote.

In addition, culture can also be an obstacle to mergers of organizations. Because each organization will pursue different cultural values than other organizations. The merger of two or more organizations with different cultures poses a major problem of choosing common cultural values for the new organization and how to maintain the new organization's operations effectively.

### 2.3 Corporate culture

#### 2.3.1 Corporate culture concept

Corporate culture is the totality of cultural values that are built up during the existence and development of an enterprise, becoming values, concepts, customs and traditions deeply ingrained in operations. of that enterprise and govern the feelings, thinking patterns and behaviors of all members of the enterprise in the pursuit and realization of its goals.

### 2.3.2 Elements of corporate culture

#### Level 1 – Tangible cultural values

- Typical architecture and corporate appearance.
- Celebrations, ceremonies and cultural activities.
- Language and slogans.
- Symbols, traditional songs, uniforms.

#### Level 2 – Declared Values

- Vision.
- Mission and core values.
- Strategic objectives.

#### Level 3 – Implicit values.

- Implicit on the relationship between humans and the environment.
- Implicit in human-to-human relations.
- Implicit in human nature.
- Implicit about the nature of human behavior.
- Implicit in the nature of truth and reason.

### 2.3.3 The importance of building a corporate culture

- Enhance the competitiveness of enterprises.
- Create a unique identity for your business.
- Create high adaptability, create spiritual value.
- Make your business attractive.
- Corporate culture determines the longevity of the business.

### 2.4 Service culture and customer service

Service culture is not simply a stereotypical approach that businesses take to customer service, it is also a sustainable organizational culture, bridging the gap between workplace culture and always customer oriented.

While a workplace culture is more collective and employee-oriented, a service culture puts the customer first in all business goals, organizational vision, and supporting outcomes.

#### 2.4.1 Factors that create a service culture for businesses

##### *Responsible autonomy*

The corporate service culture must encourage every department to take responsibility for customer satisfaction. Companies should take the initiative to check the customer's interaction history, purchase and pre-purchase intent, monitor the departments involved to ensure prompt resolution, and even update the customer about the status of their complaint.

##### *Cooperation between groups*

Not only is it necessary to have an environment of personal responsibility, frictionless cooperation is also another important part of improving service culture. It is possible that some departments refuse to offer help because there are requests that are not part of their primary responsibility. However, in the interest of building a sense of service culture, your company needs to encourage collaboration between internal teams to resolve customer issues faster. The connection between different groups in the workplace will help your company build a culture of teamwork and shared values.

#### 2.4.2 The importance of service culture and customer service

Empathy and concern have become an integral part of great customer service, especially in hospitality and healthcare services. Large businesses always set strict standards in customer service culture. Customer satisfaction has reflected

that businesses are always ready to support customers when there is a complaint.

### 3. Research methods

#### 3.1 Data sources and income methods

The main data sources used in this thesis are primary and secondary data.

Secondary data on information collection from official websites of two enterprises, articles published in newspapers or related specialized scientific and academic journals, etc. for research purposes Research to better understand the issue of "service culture".

Primary data to Answer the research questions in the thesis. The main income method is the primary data collection method including quantitative research and qualitative research to describe the thesis with specific data in order to present views on the thesis "comparative analysis". customer service culture", the observation method is applied in the thesis to research marketing (observing consumer behavior), or observing how businesses manage customer service.

#### 3.2 Research method

main methods used in the thesis include: document analysis method such as qualitative method to find out the basic ideological content of the document, find out the problems related to the topic. Research and identify problems to be solved. Documents, articles, interviews or scientific journals related to the issue of "analysis of customer service culture at Tu Du Hospital and Mekong Maternity Hospital". And the quantitative method "finds a way to group signs and find out the cause and effect in groups of objects", based on the literature and research sources of the qualitative method so that we can highlight the important roles importance of service culture, and answer the question of how service culture contributes to the success of the business.

The method of collecting secondary data, this method is based on available sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research objectives, accurate. of data and current. And the method of comparison and contrast to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

In addition, there are methods such as comparing and contrasting research results, comparing the terms "service culture" and "customer service culture", comparing Vietnamese enterprises with other businesses. foreign enterprises to see more clearly the role of service culture to offer good solutions to help Vietnamese enterprises develop better. Because when comparing the two businesses, we can see the difference between the two service cultures, helping businesses understand and innovate so that they can grow stronger in the current 4.0 industrial era.

And incorporate more methods of using primary data, such as using a survey, so that businesses can share their experiences with young businesses in the same field in the host country. Or now, when the internet is very developed, we can use the online survey method, to collect the most information quickly and save money on the issue of "Comparative analysis of customer service culture at the hospital". Tu Du and the Mekong Maternity Hospital".

#### 3.3 Research process

Define research problem. Subject: "Comparative analysis of customer service culture at Tu Du hospital and Mekong

maternity hospital." To be able to compare the customer service culture at Tu Du Hospital and the Mekong Maternity Hospital, we need to understand the cultural factors of ethnicity, organization and business that affect the customer service culture of the company. Tu Du and Mekong Hospitals. How do cultural factors affect business satisfaction? From there find out the difference and make recommendations to develop the business.

Research object: The theory of customer service culture at Tu Du hospital and Mekong maternity hospital. Research scope:

Content: Evaluation of resources for development – cultural, social, and environmental conditions and proposed solutions for the customer care department at two hospitals.

Space: Tu Du Hospital and Mekong Maternity Hospital.

Time: Data collected from websites related to Tu Du hospital and Mekong hospital.

#### **4. Overview of Tu Du Hospital and Mekong Maternity Hospital**

##### **Tu Du Hospital**

##### **General introduction**

With the first name, Bao Sinh Institute of Indochina was built in 1937 by Mr. Hui Bon Hoa - the largest real estate trader in Saigon.

Up to now, after more than 80 years of establishment and development, Tu Du Hospital is known as a leading hospital specializing in obstetrics and gynecology, infertility and artificial insemination of the whole country, as well as the largest center of obstetrics and gynecology in the country. the southern area.

History begin:

Bao Sinh Institute of Indochina then changed its name to Vietnam Bao Sinh Institute, respectively; Guardian of the George Béchamps Institute; Bao Sinh Institute Tu Du; Mother - Newborn Protection Institute 2, Ho Chi Minh City Obstetrics and Gynecology Hospital and officially named Tu Du Hospital in 2004. At the same time, this is also the place where the National Midwifery School was formed in 1947.

Stretching along the country's development history, Tu Du Hospital has had many memorable milestones. Such as:

- In 1954 - 1964, Tu Du Hospital with the name Bao Sinh Tu Du Hospital was considered the second largest hospital specializing in obstetrics and gynecology in Southeast Asia. The director at that time was Professor Tran Dinh De, the first Vietnamese to graduate with a Master of Medicine in Obstetrics and Gynecology in Paris.

- In 1988, the Vietnamese-German twin caesarean section was not only an event of Tu Du Hospital but also became a symbol of the success of the country's medicine.

- In 1990, Tu Du Hospital's doctors and nurses contributed to alleviating the pain of war when carrying children born with incomplete shapes when inaugurating Hoa Binh Village - a warm and loving village for people. unlucky fates.

- In 1991, Tu Du Hospital was the first medical unit in Vietnam that was transferred laparoscopic surgery techniques by the World Organization of Doctors.

- On 30/3/1998, 3 newborn babies were born by the first in vitro fertilization method in Vietnam performed at Tu Du Hospital. To bring this advanced technology from the world to Vietnam, the doctors of Tu Du Hospital have been "pregnant" for 10 years.

#### **Logo meaning, Message from Tu Du hospital**

**Meaning:** From the heart-shaped layout of the image of a loving embrace from a gentle mother with her child - changing to the main statue that Tu Du Hospital is serving, the main symbol of the Hospital represents the hope and hope. hope, love, care and protection of mother and child; between the hospital staff and the patients and service users. This is also the message of the brand expressing the noble spirit of medical ethics "Her doctor as mother" of the doctor in general and of Tu Du hospital in particular.

#### **Message "Where Life Begins"**

##### **3 basic reasons to choose the message**

1. For each human being, life is considered to begin from the moment of birth of the mother, but Tu Du Hospital has been, is and will be the place where the lives of millions of people begin (the moment the Midwife is born. Is cutting the umbilical cord for the baby an affirmation that, from now on, the baby has begun to live by breathing, feeling the world with his own senses... it is clear that life begins with this!)
2. The message guides the approach and feeling in a humane way, creates the inherent sacred value of the moment of the beginning of a person's life, preserves the noble image of the Midwife with the sacred work. Spirituality is associated with the great moment of a person's life - when life begins.
3. Message back to the SOUL core cultural values of Tu Du hospital - where life begins, makes a DIFFERENCE - a decisive factor in building organizational culture. From the mission message, messages for each job and department will be built to lead to the mission (for example, "round mother and square child" will be the message to the delivery room showing the work goals of the delivery room - that is the realization of the message "where life begins"

##### **7 basic values of the message**

1. It is easy to communicate so that society and the medical industry can feel the core human values of Tu Du hospital culture.
2. The message affirming the pioneering role in building hospital culture goes into the depth of the SOUL part, further affirming the achievements of Tu Du hospital which is always leading the industry in Vietnam.
3. The message will create a motivational value of SOUL in the connection between groups and individuals in the hospital to continue to maintain and further promote the traditional strength of internal solidarity.
4. The message will spread the sacred feeling about the profession, about karma, about the value of commitment, creating motivation to form cultural and professional behavior with the mission of the Midwife of Tu Du Hospital.
5. When communication is effective, the message will create a widespread feeling in the community, people will feel the sacredness of "where life begins", which will positively affect awareness, attitude and behavior. behavior when entering Tu Du hospital.
6. The mother will feel the value of the sacred moment and empathize with the image of the Midwife as the first "mother" to bring her baby to life, the father will certainly have many feelings. more emotional for the

important event of holding the first baby from the Midwife's arms.

7. The message will spread human values that have the power to change attitudes and behaviors of parents towards their children (probably minimize the phenomenon of child abandonment), which is a favorable basis in education. Humanity education and personality values for children when life begins at Tu Du hospital, grows, matures and succeeds.

### **Vision**

To become the leading obstetrics and gynecology hospital in Vietnam, with a position in the Asian region.

### **Mission**

- Provide safe and quality medical services
- Leading in the expertise and application of modern medicine

### **Core Values**

- Unite
- Professionally
- Sentimental

## **Mekong Gynecology Hospital**

### **General introduction**

Mekong Obstetrics and Gynecology Hospital, inheriting all facilities, medical equipment and personnel (100% of professors, doctors, doctors) of the Department of Obstetrics and Gynecology - Facility 4 - University Hospital Medicine and Pharmacy in Ho Chi Minh City, is a hospital specializing in Obstetrics-Gynecology and Neonatal Pediatrics. In order to increasingly improve the quality of medical examination and treatment, Mekong Maternity Hospital has expanded its area, invested in more modern equipment as well as trained staff in advanced countries.

Currently, Mekong Obstetrics and Gynecology Hospital has 110 beds and 50 cots, Department of Examination, Department of Emergency, Department of Delivery, Department of Neonatology, Department of Infertility and Reproductive Support, Pelvic Floor Unit, Laboratory Department, and Department of Diagnostics. diagnostic imaging, the Department of Anesthesiology and Resuscitation is equipped with modern standards of advanced countries. Along with a team of professors, doctors, leading experts in the field of Obstetrics and Gynecology and Neonatology, with basic training at home and abroad, Mekong Obstetrics and Gynecology Hospital always promotes its strength as a Leading institution in the field of Obstetrics and Gynecology.

### **Vision- Mission**

Mekong Obstetrics and Gynecology Hospital affirms its mission of taking care of women's health in a comprehensive, high-quality manner, receiving satisfaction from women, contributing to bringing joy and happiness to every family. family.

### **Ambition**

Mekong Obstetrics and Gynecology Hospital always strives for the goal

⇒ Health care for women of all ages, helping women stay healthy and confident in life.

⇒ As a leading center in Vietnam for Obstetrics and

Gynecology and Neonatal Pediatrics

**POWER OF MEKONG Gynecology Hospital**

Highly qualified and experienced: Inheriting the entire team of Professors, PhDs, Masters, and leading doctors in Obstetrics and Gynecology at the Department of Obstetrics and Gynecology, University of Medicine and Pharmacy Hospital - campus 4, trained in post-secondary education. domestic and foreign versions.

Modern equipment: Laparoscopic surgery machine, Anesthesia and breathing machine, 3D, 4D ultrasound machine, X-ray machine, urodynamic meter and electromechanical stimulation, hematology, biochemistry, stool biology tests death...

Infrastructure: With a large area, a playground for children after vaccination, spacious rooms.

## **4.2 Corporate culture at Tu Du Hospital and Mekong Maternity Hospital**

### **Tu Du Hospital:**

#### **Behave politely**

Your politeness will be recognized by colleagues from voluntarily supporting colleagues in unexpectedly assigned tasks to completing at the required time of the unit's leadership, to tasks that seem like simple but very important in the code of conduct and civilized communication such as timely sharing, visiting colleagues in both favorable and difficult times, including limitations in personal habits that cause feelings of difficulty. suffer for colleagues ("cooking porridge" or talking on the phone loudly, having behavior or attitude that is disrespectful to workplace regulations, etc.).

**Listen**, pay attention to the presentation of colleagues, because in specific situations, the solutions proposed by colleagues will suggest a new way of handling that can bring effective results. .

**Being friendly to everyone** with a caring and positive attitude in the workplace, always supporting or responding to the requests of partners and colleagues before a stressful case or situation needs to be resolved, will help You create trust and good impression in people.

**Enthusiastically help colleagues** at the time when the agency has important events and they are very stressed with the responsibility assigned by the management. Voluntary support helps colleagues complete the work assigned by their superiors with the required quality and time, you also get active help from your colleagues.

**Welcome new colleagues to** proactively get acquainted, start conversations, help newcomers confidently introduce themselves to everyone and quickly integrate into the working environment. Civility in communication is also a way for you to demonstrate your friendliness and camaraderie for a new associate who has just been assigned to your work department.

### **Mekong Maternity Hospital**

#### **Work culture: Dedication**

- Working style: dynamic, professional;
- attitude towards work: wholeheartedly, full of work;
- work together: effective cooperation

**Culture of meeting-reporting:** serious, punctual, accurate

**Learning culture:** self-discipline, perseverance

Information security culture: secrecy, safety

- absolute confidentiality of all information of customers and partners.

- It is strictly forbidden to copy and send internal files and documents out without the permission of a competent person.

## 5. Conclusions and recommendations

### 5.1 Conclusion

Based on the "Comparative analysis of customer service culture at Tu Du Hospital and Mekong Maternity Hospital". We see the importance of customer service. Through the analysis, we can see that both hospitals have strong points in customer service, as well as the dedication and devotion of the hospital to the patient as well as the patient's family. However, also thanks to the incident analysis, we also see the notable limitations of the two that need to be overcome in time about the customer care team.

Thanks to this analysis, the hospital will come up with the most optimal measures to improve service quality and meet the increasing needs of customers at Tu Du Hospital and Mekong Maternity Hospital.

### 5.2 Recommendations and suggestions

#### 5.2.1 For industries and state agencies managing the industry

Consolidating and consolidating the organizational structure and quality management network, accelerating the construction and implementation of hospital quality improvement, developing plans and programs to improve and improve hospital quality ; closely measure and supervise the implementation of the hospital quality improvement plan, make a preliminary review, review, and draw lessons learned from the management and improvement of hospital quality.

Actively implement hospital quality management activities to comprehensively improve the operational aspects of each hospital.

Additional training to complete State management, hospital management, hospital quality management; expertise, foreign languages; information technology to ensure compliance with the prescribed competency framework. Develop annual training programs and plans for human resource development to update and improve knowledge and skills for medical staff to improve the quality of medical examination and treatment for the people.

#### 5.2.2 For leaders of Tu Du Hospital and leaders of Mekong Maternity Hospital

Tu Du Hospital: To update knowledge, draw practical experience and take advantage of non-budget resources, it is necessary to strongly implement scientific research activities and international cooperation.

Mekong Maternity Hospital: Strengthening management, reforming administrative procedures according to the industry roadmap. Increase people's access to medical examination and treatment services, especially new and specialized technical services, to help patients avoid unnecessary crossings, causing overload for upper levels, shortening the time and cost of medical examination and treatment, bringing economic benefits to patients, families and society.

#### 5.2.3 For the customer care department at Tu Du Hospital and at Mekong Maternity Hospital

Tu Du Hospital: Planning to implement "Innovation in service style and attitude of medical staff towards patient

satisfaction"; promote "customer care" and "patient support" activities to guide and support patients and relatives in the process of medical examination and treatment or visitors to contact for work; organize the satisfaction assessment of patients, and medical staff at all stages and subjects on a quarterly basis and when needed, to make appropriate adjustments.

Mekong Maternity Hospital: Actively applying administrative reform to the operation of hospitals, contributing to reducing cumbersome steps, documents and procedures, and reducing waiting time for patients and visitors. Translate; Invest in hardware equipment for the Hospital's information technology system, especially the server and the internal network with sufficient capacity, ensuring 24/7 operation. Implement remote medical examination registration services, electronic medical records, and remote consultations to improve service quality and convenience for patients; software to manage hospital quality criteria.

### 5.3 Solutions to develop customer service culture at Tu Du Hospital and Mekong Maternity Hospital

The grassroots health system is the "gatekeeper" - the first place people can approach when sick or epidemic. However, the recent practice of fighting the COVID-19 pandemic has shown many inadequacies and weaknesses of the public health system.

Leaders of Ho Chi Minh City Department of Health also acknowledged that the community health system from the Centers for Disease Control to the District Health Centers and the wards and commune health stations still has many limitations in terms of human resources and organizational structure. infrastructure, equipment...

In order to contribute to improving the medical examination and treatment capacity of the grassroots health system, the Green Economy Institute has initiated and chaired the initiative "Improving the quality of public health".

The program has the companionship of Van Thinh Phat Sponsor Company - financial sponsor and Medi Hub (Japan) - a solution provider, technology transfer.

These three organizations will join forces to research and implement a pilot model to improve the quality of community health in 24 districts in Ho Chi Minh City.

Accordingly, the program will support the grassroots health system to build electronic health records to manage and monitor the health of each household and individual in the area.

In addition, the program also focuses investment resources in disease control centers, district health centers, and wards and commune health stations to help these places have more capacity for treatment and health care. primary health for the people.

Talking about solutions to improve the quality of medical facilities, Mr. Hidetoyo Teranishi - CEO of Medi Hub Company (Japan) - said that if medical staff and grassroots medical examination and treatment facilities have a standardized system of regimens, With online treatment by software, the patient database and electronic medical record will help medical staff to immediately screen for urgent or minor illnesses, or connect immediately with doctors.

That is the most effective support so that medical stations with few staff can still operate effectively even though they are far from central and frontline hospitals.

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